

Hong Kong Chu Hai College Guidelines for the Use of Identity Symbols

Article 1: These guidelines are established by Hong Kong Chu Hai College (referred to as the "College") to protect the rights and integrity of its name, emblems, insignia, logos, and trademarks, collectively referred to as "Identity symbols", in consideration of the College's specific circumstances.

Article 2: The College's identity symbols include:

(1) Names:

- a. Full Chinese name: 香港珠海學院 and previous Chinese names.
- b. Full English name: Hong Kong Chu Hai College and previous English names.
- c. English abbreviation: HKCHC and previous English abbreviations.

(2) Emblems: The current College emblem, approved by the College Board of Governors on 16 June 2023, and the past emblems of the College.

(3) Insignia/Supergraphics: Combinations of the College's name and emblem in various graphical or symbolic forms.

(4) Departmental/Faculty logos: Logos registered by departments or faculties (if applicable), as collected by the Communications and Public Relations Office.

(5) Trademarks: The aforementioned items (1) to (4), whether used individually or in combination, for sales products or promotional materials for commercial activities.

Article 3: The use of College identity symbols is classified as non-commercial and commercial. All usage of the identity symbols must adhere to the requirements outlined in Articles 5 to 7, and written consent and authorization are mandatory. Unauthorized use of the identity symbols is deemed as infringement and may lead to legal action by the College.

Article 4: The College Gift Shop is the sole authorized retailer for College merchandise and has been authorized by the College to produce and sell commemorative items featuring the College logo.

Non-Commercial Collaborations

Article 5: Staff members are permitted to use the College identity symbols for non-commercial activities, which include:

- (1) Campus signage and notices.
- (2) College publications, promotional materials, websites, and social media.
- (3) Non-commercial activities encompass academic research, educational outreach, College internal events and exchanges, social welfare services, and other activities aligned with the College's mission.
- (4) College internal office supplies such as stationery, business cards, envelopes, letterheads, etc.

In these instances, the heads of departments, faculties, and units are authorized to approve the usage of the College identity symbols. Applicants should submit usage requests to their respective heads. Once approved, applicants may use the identity symbols, with the heads serving as the final approvers. For any inquiries during the approval process, the Communications and Public Relations Office can be consulted.

Article 6: Student clubs, alumni associations, government agencies, external individuals, and legitimate organizations requesting the use of College identity symbols for non-commercial activities, academic or public welfare events, must submit an application form (CPRO-003) and a project proposal to the College's Communications and Public Relations Office. Once approved, the applicant is permitted to use the College identity symbols in a goodwill and reasonable manner, free of charge, for the specific project.

Commercial Collaborations

Article 7: To use the College Identity Symbols for commercial purposes involving profit or revenue, both internal and external applicants must submit an application form (CPRO-004) and project proposal to the Communications and Public Relations Office. Once approved by the College's decision-making unit, the applicant should sign an authorized agreement, pay the required royalties, and obtain permission to use the symbols.

The project proposal should include:

1. Applicant's business profile and actual performance.
2. Logo usage plan: Clearly state the purpose of using the College identity symbols, along with specific design details for the goods or services.
3. Operational plan: Include marketing plans, advertising methods, projected revenue, and sales channels.
4. Requested duration for identity symbols usage.
5. Calculation of royalties or compensation.
6. Any other relevant information.

If approved, the applicant should sign an authorization contract with the College within the specified notification period as provided in writing.

Authorization Guidelines

Article 8: The authorized party must follow the guidelines in the "Hong Kong Chu Hai College Visual Identity Guide" when using the College identity symbols. They must ensure the logo remains clear and recognizable, without altering its design, composition, typography, proportions, colour values, or other essential elements.

Article 9: The authorized party shall not engage in the supervision, production, manufacturing, quality control, management, endorsement, or

recommendation of any text or graphics that resemble or closely resemble the College identity symbols.

Article 10: The authorized party mentioned in Articles 6 and 7 shall submit samples of promotional materials or merchandise featuring the College identity symbols to the College for review before use.

Article 11: Authorized use of the College identity symbols must adhere to the approved purpose, scope, and manner. To extend the usage period, the authorized party must reapply to the College. Sublicensing the College identity symbols to others without College consent is prohibited.

Article 12: Misuse of the college identity symbols during the authorized period, which violates public order or damages the College's image, will result in the revocation of the authorization. The Office of Communications and Public Relations will handle it according to relevant laws.

Article 13: The Communications and Public Relations Office is responsible for revising the guidelines. In case of any inconsistencies with other guidelines, these guidelines shall take precedence.

Article 14: These guidelines shall be implemented upon approval by the College Management Committee. The Communication and Public Relations Office is authorized to interpret these guidelines.

- END -